

# IDENTIFICATION OF WHEAT FLOUR SEGMENTATION BASED ON HOUSEHOLD CONSUMER'S PREFERENCES

(IDENTIFIKASI KESESUAIAN SEGMENTASI TEPUNG TERIGU DENGAN PENERIMAAN KONSUMEN RUMAH TANGGA)

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## ABSTRACT

The aim of this research was to identify wheat flour segmentation based on household consumer. Samples of this research were CK, KB and SB. The research method was "Stratified Random Sampling". Respondents for questionnaire were chosen from consumers who were divided into three level based on welfare society of BKKBN Yogyakarta called higher, middle and lower consumer welfare.

The three different level society had different decision to buy products for their need. The segmentation due to the consumer need was needed to homogenize their needs.

The result of this research showed that there was an interaction between level of society's welfare and knowledge of wheat flour utilization. It meant that the highest class level knew more about wheat flour utilization. The processed product depended on chosen brand of wheat flour, but there was not an interaction between consumer society level and the chosen product brand of wheat flour.

Consumer had difference knowledge on utilization of CK and KB. For lower and middle class level, and middle and higher class level had similar decision of wheat flour utilization. For higher and lower class level, there was difference knowledge of utilization of wheat flour KB.

Keyword: wheat flour segmentation, consumer knowledge.

## INTRODUCTION

Wheat flour is a widely used as raw material for food industries and also household. They could produce food products such as bread, cake, cookie etc. BS, as the biggest producer of wheat flour in Indonesia, has supplies food needs for Indonesian people with its three brands that have been widely known, CK, KB and SB.

Consumer's with various kind of needs have a tendency to choose products with the highest level of satisfaction and value to meet their needs. Utilization of wheat flour communicated to the consumers and fulfilled by attributes of the product such as quality, characteristics and designs. BS communicates the utilization of its product through package label of the products, for example CK for bread and noodle, KB for cake, cookies and biscuit as well as SB for various kind of food. The problem, whether the consumers classified into three social levels have same knowledge of the utilization of each wheat flour brand and have different criteria in taking decision to buy the wheat flour.

In this research the problem was limited only in household consumers in the area of Yogyakarta municipality. The purpose of this research to know about how far the consumers knowledge about wheat flour utilization of all sorts of social level, to know whether there is an indenpendency or dependency on processed food by buying a certain brand of wheat flour and to know whether there is a difference of knowledge about wheat flour utilization from three of social level.

## EXPERIMENTAL

### Research Object

This research was conducted by field study or survey to the household consumers in Yogyakarta Municipality that had consumed BS wheat flour with the brand CK, KB and SB.

According to Kottler (1993), decision of consumers to buy a product is a process consisting of several steps, 1) problem identification / satisfaction need, 2) information seeking / activities before buying, 3) evaluation / alternative selection, 4) decision to buy / behavior in using it and 5) post buying behavior / sense after buying.

### Data Collection

Field study or survey was used as a method in this research. Samples were taken from a population by using questionnaire as a main data collecting tool (Singarimbun, 1989).

Questionnaire was made to get relevant information to the survey purpose and to get information with the highest reliability and validity. The function of the questionnaire is to change qualitative variable of product attributes into quantitative ones.

Kind of data collected were primary data which was taken from respondents, and secondary data was obtained by literature study and other related informations.

### Sampling Technique

The sampling technique method was stratified random sampling technique. Sample was taken randomly stratified and proportional in accordance with each strata percentage in a certain period because researched population was grouped into three strata based on social status classification (high, medium, low). Social status strata classification based on the percentage data of prosperous families published by BKKBN Yogyakarta Municipality up to April 2000.

### Data Analysis

The data was processed by Software SPSS (Statistical Product and Service Solution) 9.01 version for Windows. The program was used to test the validity and reliability as well as chi square test. Variance analysis was processed by Software SPS (Statistic Program Series) IBM/N version of Sutrisno Hadi's edition.

### Validity and Reliability Test

This test function was to found out an instrument validity and reliability. Test done by calculated correlation

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between each item and total score. The questionnaire was tested before distributed in order to get a valid and reliable status (Azwar, 2000).

### Index of Attitude

Consumers attitude and consideration in wheat flour purchase were knew by attitude index. This measurement could obtain attributes consideration, that affected consumers decision from the most important to the less important attributes to wheat flour.

Data and individual evaluation was measured based on attitude scale. Respondent responses toward proposed question were known by attitude scale. The alternative value of respondents responses are quite agreeable (5), agreeable (4), less agreeable (3), disagreeable (2), quite disagreeable (1).

First step in measuring attitude index was determination of consideration attributes. Second, determination of respondents responses to the pointed attributes. Result of multiplication between the total number of respondents answers and respondents responses values showed in total quality column. Total qualities column divided total number of respondent would produce attributes values column, mathematically:

$$\text{Attribute values} = \frac{\text{Total quality}}{\text{Total number of respondents}} \dots (1)$$

### Chi Square Test

This statistic test was designed to know, whether there was independence or dependence between wheat flour bought and consumers social level. Independency between the products will be processed and certain wheat flour brand purchase was found by chi square test (Djarwanto, 2000).

### Variance Analysis

This analysis was conducted to find out the significant of mean differences between one or more groups and between each pair of the groups. Variance analysis would showed whether there is any significant or not.

The variance analysis would performed two kinds of measurement:

a. **Total Attitude Differences**, it was done in order to know whether there were significant differences or not among the three social levels toward their knowledge about wheat flour utilization. Significant differences existence was known through k mean hypothesis test. It has assumption that populations have equal variance (Djarwanto, 2000).

b. **Differences between Groups**, it was done by using a post t - test measurement. Specifically used multiple comparison test of Scheffe Method. This method was applied as it could measure differences of two means with dissimilarities size in two samples (Hadi, 1997).

## RESULT AND DISCUSSION

### Validity and Reliability Research Test, Sample Sufficiency

Based on calculation result using SPSS reliability analysis program with 95% of reliable degree and 5% of significance degree, the thirty - one items of questions were valid. Question items were valid if the value of r was

higher than r - critical value (0.239). Items reliability tested by Alpha Cronbach technique, found coefficient reliability ( $\alpha$ ) 0.8540 as a result and has reliable status. More higher the number of coefficient reliability showed more lower the error happened in measuring, so that it concluded that 85.40% of result correct.

The samples were 100 respondents. It was considered enough to represent entire social level since samples have exceeded the minimum samples that must be taken, 96 respondents. The samples were taken proportionally in accordance with the percentage of each social level, 9% for the high, 53% for the middle and 38% for the low social level.

### Consumer's Profile

Table 1. Consumer Profile of Three Social Levels

No	Charac- teristics	Social Classes						Total
		Low	%	Middle	%	High	%	
1.	Age							
a.	< 20 years	-	-	-	-	-	-	-
b.	20-30 years	25	65.79	15	28.30	2	22.22	42
c.	30-40 years	4	10.53	19	35.85	3	33.33	26
d.	40-50 years	7	18.42	14	26.42	4	44.44	25
e.	> 50 years	2	5.26	5	9.43	-	-	7
	Total	38		53		9		100
2.	Sex							
a.	Female	33	86.84	51	96.23	9	100	93
b.	Male	5	13.16	2	3.77	-	-	7
	Total	38		53		9		100
3.	Last Education							
a.	Primary School	3	7.89	-	-	-	-	3
b.	Junior High school	3	7.89	7	13.21	-	-	10
c.	Senior High school	27	71.05	25	47.17	4	44.44	56
d.	Academy / University	5	13.16	20	37.74	3	33.33	28
e.	Post Graduate	-	-	1	1.89	2	22.22	3
	Total	38		53		9		100
4.	Occupation							
a.	Students	17	44.74	9	16.98	3	33.33	29
b.	Civil Officers	2	5.26	19	35.85	3	33.33	24
c.	Private Workers	4	10.53	6	11.32	1	11.11	11
d.	Entrepreneurs	8	21.05	8	15.09	2	22.22	18
e.	Housewife	7	18.42	11	20.75	-	-	18
	Total	38		53		9		100

Table 1 showed that most respondents were women. Based on group of age, most respondents were 20 - 30 years old for the low, 30 - 40 years old for the middle and 40 - 50 years old for the high social level.

Most of respondents of the three social level based on their education level were senior high school. It mean that last education did not determine their social level. Based on occupation, for low, middle and high social level in a series was dominated by students and civil officers.

### Consumers Consumption Pattern

Consumers from all social level were consumed foods made of wheat flour such as bread, cookies etc on the period of one or several time in a week. Most low

social level consumers did not pay attention to the difference of quality / characteristic of each wheat flour brand and consumed more unlabeled wheat flour packages. Condition as explained above, happened on the contrary to the middle and high social level. This condition could happen since the minimum knowledge about the quality / characteristic of good wheat flour that low social level consumers have. Those people preferred to buy any kind of wheat flour that was available on the place, where they usually bought and the price was cheaper than labeled package.

The low social level consumers had tendencies to choose the other foodstuff as a substitute of wheat flour, rice and tapioca flour, because the final product obtained was not quite different, dough characteristic was close,

necessity and accessible. In the other hand, the other social level were in opposite opinion.

Based on the places where the consumers usually bought wheat flour (Table 2), most of low social level consumers bought in a kiosk because it was near to their house. The middle social level consumers bought it in a supermarket; because it was higher quality, more complete, hygienic; and in a kiosk because it was near from their house. Most of high social level consumers bought in a supermarket because more complete, higher quality, attractive package, hygienic and many choices.

In general, each group of social level stated that the most appropriate package of wheat flour was 500 g. Whereas the last alternative was 250 g, since it was suitable for small families which rarely made food with wheat flour as a raw material.

Table 2. Consumer Consumption Patterns.

No	Characteristics	Social Level						Total
		Low	%	Middle	%	High	%	
1.	Frequency in consuming food made of wheat flour							
	a. Everyday	8	21.05	11	20.75	2	22.22	21
	b. Once/several times a week	15	39.47	22	41.51	4	44.44	41
	c. Once/several times a month	2	5.26	5	9.43	2	22.22	9
	d. Uncertain	13	34.21	15	28.30	1	11.11	29
	Total	38		53		9		100
2.	Attention to quality differences of each brand.							
	a. Yes	16	42.11	41	77.36	7	77.78	64
	b. No	22	57.89	12	22.64	2	22.22	36
	Total	38		53		9		100
3.	Bought labeled packages							
	a. Yes	16	42.11	40	75.47	5	55.56	61
	b. No	22	57.89	13	25.43	4	44.44	39
	Total	38		53		9		100
4.	Appropriate packages for household							
	a. 250 g	5	13.16	11	20.75	1	11.11	17
	b. 500 g	19	50.00	29	54.72	6	66.67	54
	c. 1000 g	14	36.84	13	24.53	2	22.22	29
	Total	38		53		9		100
5.	Trend to choose the other foodstuffs							
	a. Yes	21	55.26	24	45.28	4	44.44	49
	b. No	17	44.74	29	54.72	5	55.56	51
	Total	38		53		9		100
6.	Reasons to choose (no. 5)							
	a. Dough characteristic was almost the same	5	23.81	7	29.17	1	20	13
	b. Necessity	5	23.81	5	20.83	1	20	11
	c. Final product was not highly different	8	38.10	11	45.83	3	60	22
	d. Cheaper	-	-	1	4.17	-	-	-
	e. Others (easy to get, more unique, the same taste)	3	14.29	-	-	-	-	-
	Total	21		24		5		
7.	Places to buy							
	a. Markets	11	28.95	15	28.30	-	-	26
	b. Direct distributors	2	5.26	-	-	-	-	2
	c. The nearest shop	13	34.21	19	35.85	2	22.22	34
	d. Supermarket	10	26.32	19	35.85	6	66.67	35
	e. The other (a shop of baking material)	2	5.26	-	-	1	11.11	3
	Total	38		53		9		100
8.	Reasons buying in the place							
	a. Nearer	19	50.00	22	41.52	-	-	41
	b. Cheaper	4	10.53	9	16.98	-	-	13
	c. Higher quality	1	2.63	12	22.64	2	22.22	15
	d. More complete	13	34.21	7	13.21	4	44.44	24
	e. More attractive packages	-	-	-	-	2	22.22	2
	f. Cleaner	1	2.63	3	5.66	1	11.11	5
	Total	38		53		9		100

## Wheat Flour Utility

The low social level consumers consumed CK and SB Wheat Flour. 52.83% respondents bought SB and 47.17% respondents CK wheat flour brand. 32.56% respondents said SB was easier to get, 30.23% stated more appropriate dough characteristic to made various kind of food and cheaper than CK. On the middle social level consumer, most of wheat flours consumed in a series were SB (46.32%), CK (36.84%) and KB (16.84%).

The greatest proportion of wheat flour consumption in the high social level were CK and SB (42.11%) because

66.67% respondents stated, dough characteristic was more appropriate so that the final product of the product closed to the consumers expected.

Generally, it was concluded that KB wheat flour was very rarely consumed, because the consumers were unsatisfied on their final product. The most utilization of wheat flour was, the consumers processed it by themselves and consumed it. This was very relevant to the consumers consumption frequency of food made from wheat flour (one or several times in a week).

Table 3. Wheat Flour Utility

No	Variables	Social Level						Total
		Low	%	Middle	%	High	%	
1.	Users of wheat flour*							
a.	CK	25	47.17	35	36.84	8	42.11	68
b.	KB	-	-	16	16.84	3	15.79	19
c.	SB	28	52.83	44	46.32	8	42.11	80
	Total	53		95		19		167
2.	Reasons to choose it*							
a.	Have higher quality	10	23.26	17	27.87	1	11.11	28
b.	Easier to get	14	32.56	21	34.43	2	22.22	37
c.	Dough characteristic is more appropriate	13	30.23	17	27.87	6	66.67	36
d.	More attractive packages	2	4.65	-	-	-	-	2
e.	Hygienic	1	2.33	2	3.28	-	-	3
f.	Cheaper	3	6.98	4	6.56	-	-	7
	Total	43		61		9		113
3.	Usage has ever known *							
a.	Processing themselves and sole	9	16.07	7	9.33	-	-	16
b.	Processing and consumed themselves	28	50.00	42	56.00	6	54.55	76
c.	Buying	19	33.93	26	34.67	5	45.45	50
	Total	56		75		11		142
4.	Utility Knowledge							
a.	CK							
>	Bread and noodles	7	18.42	30	56.60	8	88.89	45
>	Cooky, cake, biscuit	17	44.74	12	22.64	1	11.11	30
>	Various kinds of food	12	31.58	9	16.98	-	-	21
>	Do not know	2	5.26	2	3.77	-	-	4
	Total	38		53		9		100
b.	KB							
>	Bread and noodles	9	23.68	9	16.98	1	11.11	19
>	Cooky, cake, biscuit	7	18.42	23	43.40	8	88.89	38
>	Various kinds of food	18	47.37	11	20.75	-	-	29
>	Don not know	4	10.53	10	18.87	-	-	14
	Total	38		53		9		100
c.	SB							
>	Bread and noodles	3	7.89	5	9.43	-	-	8
>	Cooky, cake, biscuit	7	18.42	12	22.64	2	22.22	21
>	Various kinds of food	27	71.05	33	62.26	7	77.78	67
>	Don not know	1	26.3	3	5.66	-	-	4
	Total	38		53		9		100

The knowledge level of wheat flour utilization differed from each consumers level, 44.74% of low social level consumers stated CK wheat flour was best for cake, cookies and biscuit. Both the middle (56.60%) and high (88.89%) social level consumers stated as BS has determined, it was best for cookies and noodles. Most of middle (43.20%) and high (88.89%) social level consumers stated that KB wheat flour was the best for cake, bread and biscuit. 47.37% of low social level consumers stated it was the best to made various kind of food. Meanwhile the three social level consumers stated SB was the best for various kind of foods for example various fries.

## Attitude Index

### Determination of Attributes Level

Superiority level of consideration attribute was obtained by determined level of consideration. The most important consideration was given the first level with the highest value conversion. The less important consideration was given the last level with the lowest value conversion.

Table 4. The Determination of The Weight of Attributes for All Social Level.

Attribute	High		Middle		Low	
	TA	Rank	TA	Rank	TA	Rank
Utility	0.126	1	0.120	1	0.115	1
Final product	0.108	2	0.095	3	0.106	2
Product will be processed	0.097	3	0.103	2	0.097	3
Accessible	0.091	4	0.094	4	0.078	7
Nutrient content	0.086	5	0.089	5	0.076	8
Dough rising	0.085	6	0.082	6	0.082	6
Taste and smell	0.081	7	0.081	7	0.085	5
Color	0.087	8	0.079	8	0.065	11
Packages	0.072	9	0.053	11	0.066	10
Brand	0.069	10	0.066	10	0.073	9
Price	0.066	11	0.079	9	0.089	4
Promotion	0.022	12	0.032	12	0.034	12
Other's opinion	0.020	13	0.030	13	0.033	13

Note: TA was calculated result of consideration level.

In this research, thirteen attributes were observed: utility, price, packages (size and label), promotion, obtained final product, accessible, others opinion, brand, taste and smell, dough rising, nutrient content, color and product. The TA symbol stand for calculated result of consideration level that determined the rank of each attributes.

Weight of attributes showed on deficted by attribute quality. The higher of the attribute weight the more important the meaning of the attribute for consumers in bought wheat flour. Table 4 showed the results of superiority level of attributes on all social level.

**a. High Social Level.** Based on Table 4, it could be concluded that the most important consideration by consumers was utility. This indicated consumers gave more emphasize to wheat flour utilization before bought it. The utility label would be seen first by the consumers. Final product was affected by the exact of wheat flour usage. The utilization was being suitable with kind of product would be made so consumers would bought wheat flour which gave the most appropriate final product. Therefore, the three consideration that

previously mentioned were the important things for the consumers in order to made decision to bought certain wheat flour brand. The most unimportant one was other's opinion.

**b. Middle Social Level.** Middle social level consumers paid most attention to wheat flour utilization. Suitable utilization of wheat flour was decided by kind of product. Consumers satisfaction of final product was the important consideration since the energy, time and finance had been spent for processing wheat flour into its final product. The first three important consideration in a series were utility, kind of product and final product. The less important one was other's opinion.

**c. Low Social Level.** Based on Table 4, the first three important considerations in low social level consumers were equal with high social level consumers which were utility, final product and kind of product.

The consideration of utility occupied the first sequence on the three social level consumers. It means consumers gave most attention to wheat flour utility. Other's opinion occupied the last sequence. It meant consumer gave no attention to the utility in bought wheat flour.

### Determination of Attributes Quality

**a. High Social Level.** Refer to Table 5 most of consumers consideration before buying got good response except price, promotion and other's opinion. It means, generally high social level consumers seriously considered entire attribute then decided to bought certain wheat flour. Price, promotion and other's opinion attributes were not got attention by them.

Table 5. Quality of Attributes for All Social Level.

Attribute	Score of Attributes		
	High	Middle	Low
Kinds of product will be processed	4.444	3.981	4.013
Taste and smell	4.444	4.207	4.105
Nutrient content	4.389	4.058	3.921
Utility	4.278	4.104	4.092
Final product	4.111	4.066	4.148
Dough rising	4.111	4.113	4.224
Color	4.056	3.981	3.960
Accessible	3.778	3.811	3.886
Brand	3.667	3.821	3.763
Packages	3.593	3.616	3.517
Promotion	3.333	3.302	3.145
Other's opinion	3.333	3.123	3.263
Price	3.167	3.443	3.434

**b. Middle Social Level.** Common consideration became a focus of middle social level consumers in making decision to bought wheat flour were utility, packages (size and label), final product, accessible, brand, taste and smell, dough rising, content of nutrient, color and kinds of product to be made.

**c. Low Social Level.** Consumers gave good response to the most consideration attributes. Less good responses were given to price, promotion and other's opinion

consideration by consumers. It meant those considerations gave no important things to the consumers.

Table 5 showed most of consideration got good response from the three social level consumers. Attribute quality differences indicated the higher the attribute quality the more respondent who gave good responses toward pointed consideration.

Based on Table 4 and Table 5 there were differences sequence on the three social level consumers. It showed that consumers has good knowledge about wheat flour utilization or consumers have known about each wheat flour utilization. This could be caused by the different type of question proposed. Consumers gave their opinion to proposed question to determine attribute quality for example agree, disagree. Whereas consumers must put the attribute in the right order from the most important to the most unimportant one. On this condition certain attribute could have equal importance level for the consumers.

#### Attitude Index

Table 6. Attitude Index of All Social level Consumers.

Attribute	Attitude Index		
	High	Middle	Low
Utility	0.539	0.492	0.471
Price	0.209	0.285	0.306
Packages	0.259	0.192	0.232
Promotion	0.073	0.106	0.107
Final product	0.444	0.386	0.443
Accessible	0.344	0.358	0.303
Other's opinion	0.066	0.094	0.108
Brand	0.253	0.252	0.275
Taste and smell	0.360	0.341	0.349
Dough rising	0.349	0.337	0.346
Nutrient content	0.377	0.366	0.298
Color	0.316	0.314	0.257
Kinds of product would be processed	0.431	0.410	0.389
<b>Total</b>	<b>4.020</b>	<b>3.902</b>	<b>3.884</b>

Consumers attitude index was obtained by totalled multiplying between attributes consideration and quality (as seen on Table 6). Based on the result of attitude index it was known the three social level have attitude index on the acceptance area of 3.5 – 4.5. It could be concluded that all respondents got good attitude index. All consumers gave attention to observe consideration attributes before bought wheat flour.

#### Chi Square Test

This analysis was conducted to find out the relation between qualitative variables that would be measured based on obtained data through questionnaire. This research analyzed the relation between social level and wheat flour. The assumption was analyzed wheat flour was often consumed / bought by consumers. This test was also done to know dependence rate between product would be processed and wheat flour would be bought.

Table 7. Chi Square Test Tabulation.

	CK	KB	SB	Total
<b>Level</b>				
High	6	1	2	9
Middle	20	-	18	38
Low	24	9	20	53
<b>Total</b>	<b>50</b>	<b>10</b>	<b>40</b>	<b>100</b>
<b>Products</b>				
Various kinds of food	10	2	32	44
Bread, cake	12	6	6	31
Cooky	21	2	2	25
<b>Total</b>	<b>50</b>	<b>10</b>	<b>40</b>	<b>100</b>

Calculation result:

Table 8. Chi Square Test Result.

Testing	db	Significant level	P	X <sup>2</sup>	X <sup>2</sup> critical value
Social class	4	0.05	0.076	8.47	9.487
Products would be made	4	0.05	0.000	38.72	9.487

Refer to Table 8, it was concluded either from the value of chi square count or probability (p) indicated social level of consumers did not affect wheat flour chosen by consumers. In other word, chosen wheat flour did not depend on social level of consumers.

There was a high dependence and quite significant between proposed product and purchased wheat flour. This was indicated by contingency coefficient higher than 0.5 was 0.528.

#### Variance Analysis

Calculated result of F – test:

Table 9. F – test Result.

Parameter	F calculated	P	Explanation
CK	3.358	0.038	Significant
KB	4.138	0.018	Significant
SB	0.954	0.609	Not significant

Based on Table 9, there was a significant difference toward CK and KB utilization knowledge because  $F_{\text{calculated value}} > F_{\text{critical value}}$  and  $p < 0,05$  ( $H_0$  was rejected). It meant there was difference knowledge about CK and KB wheat flour utilization among the three social level. Knowledge of SB wheat flour utilization among all social level was not different.

Calculation result of post t – test:

#### Pair of A1 – A2 (Low – Middle Social Level)

It could be concluded (Table 10) there was not any significant difference about the knowledge of wheat flour utilization between these pair of social level. This is indicated by the value of  $t_{\text{calculated value}} > t_{\text{critical value}}$  5% and  $p > 0,05$ , so  $H_0$  was accepted.

Table 10. t – Test Result of Low – Middle Social Level.

Parameter	t	P	Explanation
CK	-1.668	0.095	Not significant
KB	-1.661	0.096	Not significant
SB	-0.492	0.630	Not significant

Pair of A1 – A3 (Low –High Social Level)

Table 11. t – Test Result of Low –High Social Level.

Parameter	p	Explanation
CK	0,117	Not significant
KB	0,015	Significant
SB	0,122	Not significant

On this pair of social level there was not any significant differences about the knowledge of CK and SB wheat flour utilization since  $p > 0.05$  ( $H_0$  was accepted). There was a significant difference toward KB wheat flour utilization because  $p < 0.05$  ( $H_0$  was rejected). The knowledge of KB utilization was supported by high society level consumer, because they used this wheat flour based on written information in the package.

Pair of A2 – A3 (Middle –High Social Level)

There were not any significant differences about the knowledge of each wheat flour brand utilization, because  $H_0$  was accepted or  $p > 0.05$ . It could be concluded this social level pair have no difference knowledge toward each brand of wheat flour utilization.

Table 12. t – Test Result of Middle –High Social Level.

Parameter	p	Explanation
CK	0,916	Not significant
KB	0,571	Not significant
SB	0,296	Not significant

**CONCLUSION**

1. The higher social level, the higher consumers knowledge about wheat flour utilization specifically for CK and KB wheat flour. Most each social level consumer's has relatively large proportion of the knowledge of SB wheat flour utility.

2. There was a high and quite strong dependence between the product would be made and selection of wheat flour brand. The difference of social levels did not give any effect in selected certain wheat flour brands.
3. In general, there was a difference about the wheat flour utility of CK and KB among the three social level. The low and middle as well as middle and high social level pairs did not have different opinions about wheat flour utility. There was a significant difference of opinion about the utility of KB wheat flour in a pair of low and high social level.

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